

My passion is **Visual Design** and its crucial impact it heels on Information Systems & Marketing. My foundation is in: Web Design, Wireframes/Content Strategy, Production Art and Commercial Print. My managerial experience is in Account & Content Management for E-commerce.

ALMA MATER

Bachelor of Science in Tech Management, March 2008
DeVry University at Fremont Campus, CA
Concentration: Business Information Systems
Cumulative **GPA: 4.0**

Bachelor of Business Administration in Economics, May 2006
University of Texas at San Antonio
Concentration: Business Economics
Cumulative **GPA: 3.8**

SOFTWARE & APPLICATION EXPERTISE

Desktop Publishing

- Windows Office Professional
- Apple Office ·
- Google & Windows Document Cloud Services

Compositing, Illustration & UX Prototyping

- Photoshop CC
- Illustrator CC ·
- Fireworks CS6 ·
- InDesign CC
- MuseCC
- MS Visio
- **UXPin**

Web Design

- Dreamweaver
- Muse CC
- Fireworks CS6
- Edge Animate CC
- Edge Reflow CC
- Flash CC

E-commerce Management

- Volusion platform
- Shopify platform
- Product & Account Management
- Organic SEO
- SEM/PPC

Project & Management Applications

- LiquidPlanner
- Google Adwords & Analytics
- Basecamp
- Realtime Board
- Invision
- Mindmeister
- Trello
- Wrike

Front End Development & CMS Management

- xHTML/HTML5
- CSS2/CSS3
- Wordpress

Server Administration

- cPanel & WHM Administration

PROFILE

Managerial:

E-commerce content & account management for online sports apparel and equipment

E-marketing using SEO, SEM and social media tactics

Collaboration in developing E-learning courseware for VA hospitals' online courses given to RNs and MDs

Technical:

Build semantic websites using correct xHTML tags and organized CSS code | Content Management for E-commerce Stores

Creating UX style guides for teams, users & partners

Design user interfaces & interaction wireframes/prototypes

Organic SEO/PPC campaigns for web marketing

PROFESSIONAL EXPERIENCE

Soccer Galaxy Store/ Proshop.soccer
Creative Consultant

San Antonio, TX OCT 2015 - PRESENT

*Proshop.soccer [Under Construction, but still viewable] ShopGalaxy.soccer [Landing Page]
Taking a specialty soccer store to the next level, by creating consistent branding guidance and creative output for optimal marketing deliverables in a competitive market.

1. Creating branding guidelines
2. Corporate website requirements
3. E-commerce content and platform management
4. Online Advertising Requirements

United Soccer Gear

of Soccer City/Soccer Locker San Antonio
Account & Product E-commerce Manager

San Antonio JUN 2011 - JUN 2015

Initiated Soccer City's first E-commerce site to compete with numerous and lucrative online soccer specialty stores. Direct SEO and PPC campaigns to maneuver target customers to purchase at 30-40% off from retail to save when buy in large quantities. I create my own accounting system to analyze weekly net profits. I direct creative advertising online and offline monthly to keep up with sport fashion trends.

Microsoft Studios

Visual Designer & Consultant at Microsoft Xbox
Fitness for Xbox

Redmond HQ SEP 2013 - DEC 2014
(Contract Only)

1. Created a new UX Style Guide for Xbox Fitness Partnerships that wish to advertise/display workout programs
2. Created UI final designs for Xbox Partnerships
 - a. Russell Wilson sponsored workout program
 - b. Gatorade sponsored workout program
 - c. Degree advertisement in USA and Canada
 - d. Navy advertisement in USA and Canada
3. Created UI Concept Designs
 - a. Nike Fuel Band integration
 - b. Microsoft Surface advertising concepts
 - c. Xbox Team F.I.T. Logotypes
4. Created Box Art for
 - a. Russell Wilson
 - b. Gatorade Key Athletes
 - c. Degree
 - d. Jillian Michaels
 - e. Xbox Fitness Key Trainers
5. Created User Experience designs for Partnerships
 - a. Microsoft wearable device
 - b. Nike UXD Concepts
6. Took part in pre-production for UXD/Wireframe designs
 - a. Xbox Fitness content updates for next release
 - b. SRA Content Screens

Instructus Media, LTD.

UI/UX Designer for e-learning
courseware and build GUI prototypes

San Antonio MAR 2009 - APR 2012

UI Designer for E-Learning courseware contracted for the V.A. (Veteran Affairs) which certify Doctors and RNs to complete certification exams.

Middleton Advertising, INC.

New Media Designer

San Antonio FEB 2008 - MAR 2009

Multimedia designer creating print and interactive websites for local government agencies and local businesses that advertise for military compounds.